

DEPARTMENT OF HEALTH SERVICES

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February 18, 1994

TO: All County Welfare Directors
All County Medi-Cal Specialists/Liaisons
All County Health Officers
All County MCH Directors
All County CPSP Coordinators
All County CHDP Directors

Letter No.: 94-19

BABY-CAL CAMPAIGN TOLL-FREE INFORMATION SERVICE UPDATE

Ref.: All County Welfare Directors Letters (ACWDLs) 93-28, 93-20, 92-72, 92-24, 91-91

The purpose of this letter is to provide county staff with an update on the Department of Health Services' (DHS) BabyCal Campaign toll-free information service (1-800-BABY-999) expansion project.

We are pleased to announce that on February 9, 1994, the enhanced BabyCal toll-free information and referral service will be implemented. The new BabyCal toll-free service will provide expanded, customized features and information. As you may know, we had planned to implement this enhanced service during 1993, however, the project was delayed due to contract negotiations and technical upgrades needed to the existing system.

This new system will allow callers (with a touch-tone telephone) to select from a menu of information options, including messages (in English or Spanish) on prenatal care, a healthy lifestyle, and how to apply for state programs such as Medi-Cal and the Access for Infants and Mothers (AIM) program.

Furthermore, the enhanced service will now provide callers with customized referral information for local county health and welfare departments. Once the caller makes her selection, and enters the area code and first three digits of her telephone number, she will be given the telephone number and address of the local county welfare office, or the toll-free telephone number of the local health department's Maternal and Child Health (MCH) program (or in certain areas, other designated health department telephone numbers).

We have enclosed a copy of the new toll-free information script for your reference. Please note that the prenatal care and Medi-Cal messages have been expanded to provider callers with more pertinent details such as "What to Bring to Your Medi-Cal Interview".

Over the past few months, Department staff have contacted each local health and county welfare department to obtain the referral information needed to include in our new system. The telephone contractor has matched this referral information to the county area code and prefix combinations to ensure callers are provided with the correct referral information. This new system has been tested for accuracy.

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However, with any new systems application, corrections and ongoing modifications may be required to maintain current data base information. To help identify any needed changes, a BabyCal referral verification listing and maintenance schedule will be sent out quarterly to each county, beginning in March 1994. Details on this verification process will be forwarded to appropriate county health and welfare staff under separate cover.

We appreciate your cooperation and continued support of the BabyCal Campaign. If you have any questions regarding the BabyCal toll-free service, please contact Ms. Kennalee Gable of the Medi-Cal Eligibility Branch at (916) 657-3030.

Sincerely,

ORIGINAL SIGNED BY

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

ORIGINAL SIGNED BY

Rugmini Shah, M.D.
Maternal and Child Health Branch

Enclosure

TOLL-FREE SCRIPT

When calling 1-800-BABY-999:

General Introduction:

Hello, (Hola). Welcome to the State of California's information line for pregnant women. (Bienvenidas a la linea.....) To hear this message in English, please press one now. (Para escuchar este mensaje en espanol, por favor marque el numero dos ahora.) If you are not calling from a push button phone, please stay on the line. (Si usted no esta llamando)

If caller does not have a push button phone: (Provided in English and Spanish):

Thank you for calling the State of California's information line for pregnant women. You must have a push button telephone to hear this message about prenatal care and State programs that can help pay your medical bills. Please call back from a push-button phone to get this important information.

Introduction:

Thank you for calling the State of California's information line for pregnant women. We will give you important information about prenatal care and State programs that can help pay your medical bills. Also, we can give you the locations and telephone numbers of the health and welfare departments in your area that can provide you with more details about these programs. Please have a paper and pencil ready.

1. For information about how to take care of yourself and your baby, or how to find a doctor, please press one now.
(Prenatal Care)
2. For information about programs that can help pay your medical bills, please press two now.
(Financial Assistance)
3. If at any time you would like to return to this menu, please press the star sign.

1. If Prenatal Care is pressed:

When you are pregnant, your baby is counting on you to take care of yourself. You can do many things right now to have a healthy pregnancy and give your baby a better chance to be born healthy.

Be sure to get early and ongoing prenatal care. Keep all your appointments with your doctor. Eat well, exercise regularly, and get plenty of rest.

And remember, your body is your baby's body, too. If you smoke, drink alcohol, or use other drugs, so does your baby. Now is the best time to quit. ~~If you need help quitting, ask your doctor or your local health department if there are programs in your area that can help.~~

If you need more information about how to take care of yourself or your baby, or how to find a doctor, your local health department can help you.

For the telephone number of the health department in your area, please press one now.

To allow us to find the telephone number for the health department in your area, please enter your area code and the first 3 numbers of your phone number now.

(Caller will receive voice response - name, and toll-free ~~phone number of local health department~~)

For information about programs that can help pay your medical bills, please press two now.

(Financial Assistance)

2. If Financial Assistance is pressed:

If you are pregnant and need help paying for your prenatal care, the State of California has programs that can help you.

One program is Medi-Cal. The Medi-Cal program pays for health care for certain low-income people who are residents of California. When you are pregnant, many times Medi-Cal can pay all your medical bills.

The other program is AIM. The AIM Program stands for Access for Infants and Mothers. AIM is a state sponsored, low cost health insurance program for pregnant women and their babies. The AIM Program is closed for new enrollment between February 1, 1994 and June 30, 1994.

For more information about the Medi-Cal program, please press one now.

(Medi-Cal)

For more information about the AIM program, please press two now.

(AIM)

MEDI-CAL

When you are pregnant, many times you can get Medi-Cal even if you were not eligible before you were pregnant. If you are on public assistance programs, you get free Medi-Cal as part of your benefits.

However, you don't have to be on welfare to get Medi-Cal. You can be married, you or the baby's father can work, and you can own a home, a car, or be homeless. And, if you are under 21, you can ask to get confidential services without your parents' permission.

To get Medi-Cal, apply at your county public social services or welfare office, or ask if you can apply at a local clinic. Tell them that you are pregnant. Complete the application forms. And, ask questions if there is anything you don't understand.

For the address and telephone number of the county public social services or welfare office in your area, please press one now.

To allow us to find the address and telephone number of the office in your county, please enter your area code and the first 3 numbers of your telephone number now.

(Caller will receive voice response - name, address and phone number of district office designated by the county for that town/location.)

For information about what to bring when you apply for Medi-Cal, please press two now.

(What to Bring)

For information about how to take care of yourself and your baby, or how to find a doctor, please press three now.

(Prenatal Care)

What to Bring

To find out if you can get Medi-Cal, you will need to bring certain papers to your Medi-Cal interview. If you don't have all the papers, bring as many as you have, and ask the county worker for help. These papers include: written proof of pregnancy from a doctor or clinic. Proof of your identity, such as your California Driver's License, California I.D. card, employment or student ID card, or another document with your photo. Proof of residency, such as your California Drivers License, California I.D. card, rent, mortgage receipt or utility bill in your name, or proof that you or your children have enrolled in a school in California. You will need to bring proof of any income, such as pay stubs, unemployment checks, or award letters. And, bring proof of any property that you have, such as bank statements, car registrations, property tax statements, or life insurance policies. Also, you will need to bring your Social Security card or number, unless you are applying for certain restricted Medi-Cal benefits.

Remember, if you don't have all the papers, bring as many you have, and ask the county worker for help. But don't delay applying for Medi-Cal.

For the address and telephone number of the county public social services or welfare office in your area, please press one now.

To allow us to find the address and telephone number of the office in your county, please enter your area code and the first 3 numbers of your telephone number now.

(Caller will receive voice response - name, address, and phone number of district office designated by the county for that town/location.)

For more information about the AIM program, please press two now.

(AIM)

For information about how to take care of yourself and your baby or how to find a doctor, please press three now.

(Prenatal Care)

AIM:

The AIM Program is a State health insurance program which pays for medical care for pregnant women and their babies. You can get AIM if your family income is under a certain amount, and if you do not have Medi-Cal or health insurance that covers your pregnancy. The amount you pay is low. It is based on your family size and income. Enrollment is limited to funds available. For more information about the AIM Program and to get an application form, please call the AIM Program toll-free at 1-800-433-2611.

For more information about the Medi-Cal program, please press one now.

(Medi-Cal)

For information about how to take care of yourself and your baby or how to find a doctor, please press two now.

(Prenatal Care)

11/2/93 (Final script)